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Russell Gardens

NINE SOLID ACRES HEMEROCALLIS

Spring, Texas

WHAT AILS YOU?

(We Have Sent You Our Catalogue in Color and Price Lists for Three or Four Years)

AND NARY AN ORDER HAVE WE GOTTEN FROM YOU

Thousands and Thousands of Other People Have Ordered From Us — But Not You!

NEW DAYLILIES IN NEW COLORS

(H E M E R O C A L L I S)

This is an unheard of, special summer sale. We are transplanting our entire fields, nine solid acres, at this season of the year, and are taking in five more acres. Yes, we know that if we transplant our Daylilies at this season of the year we won't get any more blooms this season, but we also know that we will get the benefit of the rest of this year's growth and what fields of bloom we will have next year by getting them established this summer.

Now I am trying to get you into the good graces of this company. I want to put you on our mailing list to receive a new color catalogue every year and if you ever in all your life expect to put out a Daylily at a reasonable price—I mean a sure enough reasonable price, now is the time to do it. How would you like to have some of the new varieties of Daylilies, varieties you have probably never heard existed, in your garden, Daylilies, in color as well as those great big new giant cool lemon and gold colors, I mean **NEW** ones.

We are growing, you know, about a quarter million Daylilies, over 600 varieties. It's undisputed we are the largest growers in America, and once again I am asking what is ailing you? It must be something wrong, it's either that you don't like Daylilies or don't like us or just plain don't know what you are missing by not ordering from us, and now is a good chance for us to find out. By us cutting the prices now for you, it won't be any too great a loss to us, because within the next thirty days we will have all these lilies out of the ground transplanting anyway, and then we will get to find out what's wrong that you haven't ordered at the same time and begin sending you catalogues regularly, but, nevertheless, whether you buy or not and are still interested in Daylilies, we will still send you these expensive catalogues if you will just drop us a card and tell us that you want back on our mailing list.

Didn't you know that Daylilies are fool-proof. They will grow in acid or lime, sun or part shade, and fight every weather condition that comes and increase in beauty every day giving you bloom for five to seven months in your garden at a time when other flowers are scarce. Don't transplant them too often, just put them out and leave them. them.

I am listing on separate sheets offers, not charging up to \$25.00 apiece as you will find we're asking for some of our varieties in our new catalogue, but an entire garden of ten varieties, different shades, different heights, different season blooms for just \$4.00 for the lot, or all eighteen varieties listed here for \$7.00 (some of these are priced in our new catalogue at two and three times the price we are asking now). These will be sent correctly labeled and postpaid. Two or three of these varieties are listed for \$3.00 a piece. This is no catch. All of these will come to you in excellent quality blooming size plants. Same as offered in our regular catalogues.

We spend thousands of dollars a year successfully advertising in all leading garden magazines as well as issuing the loveliest color catalogue in America on Daylilies, and we'd also like to try this way of bringing those into the fold who have constantly received our catalogue, yet have never ordered from us. This offer is positively good only until September 10th. Under no circumstances will we allow more than one plant of a variety to a single client at these prices. If you wish to take advantage of this offer, and are not ready to plant now, you may place your order now and the plants will be reserved for you by sending your remittance, until you wish delivery, and dug fresh for you at that time.

Never in the history of our many years of growing Daylilies could it ever be said that we ever offered Daylilies at a price like these.

Respectfully yours,

H. M. Russell

